

May, 1995

To Our Forsyth Partner

HAVE WE GOT A DEAL FOR YOU!

Periodically, we manage to get a special offering on one of our accrual catalog programs or a "one time only" deal. When we put a deal like this together, we will let you know and give you a chance to participate. This promotion will be a better deal than offered in our regular Alliance catalog and offered for a limited time..

Our first deal is on Sprint phone cards. Due to a special provided to us, we are able to offer you Sprint calling cards worth 10 minutes of phone time for \$1.50 per card! (Paid for using your Alliance accrual funds.) Unfortunately Murphy Brown was not available to advertise our Sprint program ... however, the cards were developed as designer cards and are considered "collectibles". These cards do not have any restrictions on the time of day your call must be placed like some Sprint programs. If you tried to purchase these cards from Sprint directly, they would probably cost you substantially more.

Our "SPECIAL OFFER" is explained in more detail in the attached brochure. Please fill out the attached order form and mail or fax today! We will accept your orders until June 15, 1995. Contact your Forsyth representative if you have any questions.

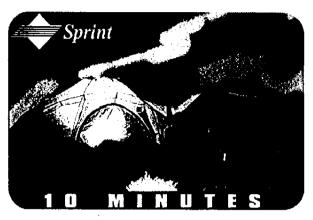
Good Selling!

Jim Helm, Vice President Forsyth Tobacco Products

FORSYTH TOBACCO PRODUCTS



The Prepaid
Long Distance
Calling Card
Promotion



(actual size) FRONT

Give Your Customer 10 Minutes of Long Distance Calls with a 10-Pack Purchase

- To Place Domestic Calls
- 1. Dial 1-800-249-0766 from any touchtone phone
- 2. At prompt, enter 791-220-7982
- 3. Follow prompts to place calls.
- Next Call Don't Hang up! Push [#] for one full second and follow prompts for next call.
- Call 1-800-366-0707 for 24-hour Customer Service

Long distance provided by Sprint.

Card has no cash value redemption value. Card cannot be applied to any Sprint invoice

Non-refundable. Mon-transferable. Expires: 12/31/95

BACK

- Generate substantial consumer interest and in-store traffic.
- Increase volume with an exciting promotion customized to your store.

THIRD QUARTER PROMOTIONAL OFFER

PROGRAM DETAILS

Long Distance Phone Card

NITH 10 PACK

POINT OF SALE

- Impactful POS support launches and sustains the program with attentiongetting visual
 - Dump-bin riser card
 - Pasters

CUSTOMER REQUIREMENTS

 A customer must make a 10-pack purchase of your Private-Label brand in order to receive a SPRINT phone card good for 10 minutes of free long-distance calling. Card expires 12/31/95.

SALES GENERATION

• These highly collectible cards come in four versions; consumers will want to collect the set, so the program generates repeat purchases.



SPECIAL BONUS

 With an order of 25,000 cards or more, you can give your own introductory selling message that your customers hear when they use the card, reminding them of the benefits of making their purchases at your store.

SIGN ON WITH THE CALLING CARD PROMOTION TODAY!

DEADLINE FOR ORDER: JUNE 15, 1995. Orders must be placed by SKU. 1 SKU=1,000 cards.

SPECIAL DEAL ORDER FORM — PHONE CARD PROMOTION

FORSYTH TOBACCO

CUSTOMER SERVICE P.O. BOX 2959 Winston-Salem, NC 27102

Additional charge for special shipping request

PLEASE COMPLETE AND MAIL OR FAX TO FORSYTH CUSTOMER SERVICE (910) 741-2156

ORDER INFORMATION (PLEASE PRINT)	BRAND:
COMPANY NAME:	SHIPPING INFORMATION COMPANY NAME: ATTENTION: STREET ADDRESS: CITY: STATE: PHONE# SPECIAL INFO:
	NFORMATION
A PHOI	NE CARD ORDER
DATE NEEDEDTO	
В	POS ORDER
DATE NEEDEDTOTO	SKU's
*no incremental cost for POS	
ORDER 25,000 OR MORE, RECEIVE A 15 SECOND CUSTOMIZED GREETING MESSAGE FOR YOUR STOR PLEASE CONTACT YOUR FORSYTH REP. FOR DETAIL	Tanana F = = F

Source: https://www.industrydocuments.ucsf.edu/docs/prjy0000